

Content Writer

PROFESSIONAL SUMMARY

With almost 3 years of content writing experience and certificates in digital marketing and social media marketing, I have learned to use strategic planning to write and edit quality content designed for the promotion of a company's image. With my writing skills, I write clear, consistent, and relevant content that delivers an engaging experience for the company's target audience.

SKILLS

- Creative Writing
- Research Skills
- Creative Writing and Editing
- Digital Marketing
- Adaptability
- Originality
- Time Management
- Communication
- SEO
- Knowledge of social media

EDUCATIONAL BACKGROUND

University of Delhi

Masters of Art (English) | 2019-21

University of Delhi

Bachelors of Art (English) Hons. | 2016-19

- Passed with first division
- Volunteered in the 50th annual fest of the college
- Participated in Scavenger Hunt and stood second
- Member of Literary Society called Ekklesia

PROFESSIONAL EXPERIENCE

Content Writer

Hobocult, East of Kailash

June 2021- May 2022

- Creating content marketing campaigns to drive leads and subscribers
- Using best SEO practices to generate traffic to our site
- Regularly producing various content types, including email, social media posts, blogs, articles etc.
- Editing content produced by other members of team

Content Writer cum Social Media Manager

Invicta Writing Services, Pitampura

April 2020- June 2021

- Researched industry-related topics (combining online sources, interviews and studies)
- Wrote clear marketing copy to promote our products/services
- Prepared well-structured drafts
- Proofread and edited blog posts before publication

Website Content Writer

Fazzoni.com

Jan 2019 - May 2019

- Engaged in writing product descriptions along with writing their fashion, health, and fitness blogs.

Content Writer

Floodlightz Media Solutions, Pitampura

Aug 2018 - Nov 2018

- Engaged in writing several blogs, articles, social media posts descriptions for genres like theta healing, gym, ayurveda, nutrition, singing competition etc.

HOBBIES

- Working Out
- Reading Fiction Novels
- Listening to Classical Music
- Watching Anime Series